

IN THE CLAIMS:

All pending claims and their present status are produced below.

1-28. (Canceled)

29. (Withdrawn) A method in an auction system for bidding on an item being auctioned, the method comprising:

element one;

sending to a user a display description identifying the item to be auctioned and for

requesting to submit a bid for the item;

receiving from the user a request to submit a bid for the item;

determining whether the user can be authenticated based on information in the received request;

when the user can be authenticated based on information in the received request,

placing the bid on behalf of the user; and

when the user cannot be authenticated based on information in the received request,

sending to the user a display description requesting authentication information;

receiving from the user authentication information;

determining whether the user can be authenticated based on the received

authentication information; and

when the user can be authenticated based on the received authentication information,

placing the bid on behalf of the user.

30. (Withdrawn) The method of claim 29 wherein the received request includes information stored in a cookie on a computer of the user.

31. (Withdrawn) The method of claim 29 wherein the determining whether the user can be authenticated based information in the received request includes:

- extracting a user identifier from the received request; and
- determining whether the user identified by the user identifier is registered.
32. (Withdrawn) The method of claim 29 wherein the determining whether the user can be authenticated based on information in the received request includes determining whether the user is authorized to submit bids.
33. (Withdrawn) The method of claim 29 including when the user cannot be authenticated based on information in the received request, determining whether the bid is acceptable before sending to the user a display description requesting authentication information.
34. (Withdrawn) The method of claim 29 including after sending to the user a display description requesting authentication information, when the user is not currently registered, registering the user.
35. (Withdrawn) The method of claim 29 wherein a suggested bid amount is included in the display description sent to the user that identifies the item.
36. (Withdrawn) The method of claim 29 including before placing a bid on behalf of the user, sending to the user a display description requesting confirmation to place the bid.
37. (Withdrawn) The method of claim 29 wherein sending to the user a display description requesting authentication information, receiving from the user authentication information, and determining whether the user can be authenticated based on the received authentication information compose manual authentication.
38. (Withdrawn) The method of claim 37 wherein the manual authentication expires after a fixed time.

39. (Withdrawn) The method of claim 37 wherein the manual authentication expires based on when a bid was last placed by the user.
40. (Withdrawn) The method of claim 37 wherein the manual authentication expires based on when the user last interacted with the auction system.
41. (Withdrawn) The method of claim 37 wherein the manual authentication expires after a time that is determined based on the user's past interactions with the auction system.
42. (Withdrawn) The method of claim 37 wherein the user specifies conditions for expiration of the manual authentication.
43. (Withdrawn) The method of claim 29 wherein the display description identifying the item to be auctioned and for requesting to submit a bid for the item does not include a request for manual authentication information.
44. (Currently Amended) A method in an auction system comprising a server computer for bidding on an item being auctioned in a designated auction, the method comprising:
- receiving from a client computer a submit bid request including a designated bid amount for a bid for the item and including information identifying the client computer;
- ~~accessing~~ determining by the server computer accessing a field in a user database that stores a setting to determine whether automatic authentication [[is]] has been previously enabled or disabled by [[for]] a user associated with the information identifying the client computer;
- in response to a determination that automatic authentication is enabled for the user:
- automatically authenticating the user; and

placing the bid on behalf of the user; and
in response to a determination that automatic authentication is not enabled for the
user:

determining whether the designated bid amount is acceptable for the
designated auction;

in response to a determination that the bid amount is acceptable for the
designated auction, manually authenticating the user; and

placing the bid on behalf of the user.

45. (Previously Presented) The method of claim 44 wherein the received submit bid request includes automatic authentication information from a cookie stored on the client computer.
46. (Canceled)
47. (Canceled)
48. (Canceled)
49. (Previously Presented) The method of claim 44 further comprising when the user cannot be manually authenticated, registering the user.
50. (Previously Presented) The method of claim 44 further comprising before receiving from the client computer a submit bid request for the item, sending to the client computer a display description identifying the item to be auctioned and a suggested bid amount for the item.
51. (Previously Presented) The method of claim 44 further comprising before placing a bid on behalf of the user in response to the determination that automatic

- authentication is not enabled for the user, sending to the client computer a display description requesting confirmation to place the bid.
52. (Previously Presented) The method of claim 44 wherein manual authentication includes sending to the client computer a display description requesting authentication information, receiving from the client computer authentication information, and determining whether the user associated with the information identifying the client computer can be authenticated based on the received authentication information.
53. (Previously Presented) The method of claim 44 wherein after manual authentication of the user, a subsequent bid is placed on behalf of the user using semi-automatic authentication.
54. (Previously Presented) The method of claim 44 wherein the manual authentication expires after a fixed time.
55. (Previously Presented) The method of claim 44 wherein the manual authentication expires based on when a bid was last placed by the user.
56. (Previously Presented) The method of claim 44 wherein the manual authentication expires based on when the client computer last interacted with the auction system.
57. (Previously Presented) The method of claim 44 wherein the manual authentication expires after a time that is determined based on past interactions of the client computer with the auction system.
58. (Previously Presented) The method of claim 44 wherein the user specifies conditions for expiration of the manual authentication.
59. (Canceled)

60. (Withdrawn) A method in an auction system for bidding on an item being auctioned, the method comprising:
- sending to a user a display description identifying the item to be auctioned and for requesting to submit a bid for the item, the display description not requesting authentication information;
- receiving from the user a request to place a bid for the item; and
- after receiving the request to place a bid for the item,
- sending to the user a display description requesting authentication information;
- receiving from the user authentication information;
- determining whether the user can be authenticated based on the received authentication information; and
- when the user can be authenticated based on the received authentication information, placing the bid on behalf of the user.
61. (Withdrawn) The method of claim 60 including determining whether the bid is acceptable before sending to the user a display description requesting authentication information.
62. (Withdrawn) The method of claim 60 including after sending to the user a display description requesting authentication information and when the user is not currently registered, registering the user.
63. (Withdrawn) The method of claim 60 wherein a suggested bid amount is included in the display description sent to the user that identifies the item.

64. (Withdrawn) The method of claim 60 including before placing a bid on behalf of the user, sending to the user a display description requesting confirmation to place the bid.
65. (Withdrawn) The method of claim 60 wherein sending to the user a display description requesting authentication information, receiving from the user authentication information, and determining whether the user can be authenticated based on the received authentication information compose manual authentication.
66. (Withdrawn) The method of claim 65 wherein the manual authentication expires after a fixed time.
67. (Withdrawn) The method of claim 65 wherein the manual authentication expires based on when a bid was last placed by the user.
68. (Withdrawn) The method of claim 65 wherein the manual authentication expires based on when the user last interacted with the auction system.
69. (Withdrawn) The method of claim 65 wherein the manual authentication expires after a time that is determined based on the user's past interactions with the auction system.
70. (Withdrawn) The method of claim 65 wherein the user specifies conditions for expiration of the manual authentication.
71. (Currently Amended) A computer-readable medium storing computer-readable program code comprising instructions for controlling a computer system to place a bid on an item being auctioned in a designated auction, the instructions comprising:

receiving from a client computer a submit bid request including a designated bid amount for a bid for the item and including information identifying the client computer;

~~accessing~~ determining by the server computer accessing a field in a user database that stores a setting to determine whether automatic authentication [[is]] has been previously enabled or disabled by [[for]] a user associated with the information identifying the client computer;

in response to a determination that automatic authentication is enabled for the user, automatically authenticating the user;

in response to a determination that automatic authentication is not enabled for the user:

determining whether the designated bid amount is acceptable for the designated auction;

in response to a determination that the bid amount is acceptable for the designated auction, manually authenticating the user; and

after automatically or manually authenticating the user, placing the bid on behalf of the user.

72. (Previously Presented) The computer-readable medium of claim 71 wherein the received submit bid request includes automatic authentication information from a cookie stored on the client computer.
73. (Canceled)
74. (Previously Presented)

75. (Previously Presented) The computer-readable medium of claim 71 further comprising when the user is not manually authenticated, registering the user.
76. (Previously Presented) The computer-readable medium of claim 71 further comprising before receiving from the client computer a submit bid request for the item, sending to the client computer a display description identifying the item to be auctioned and a suggested bid amount for the item.
77. (Previously Presented) The computer-readable medium of claim 71 further comprising before placing a bid on behalf of the user in response to the determination that automatic authentication is not enabled for the user, requesting from the client computer confirmation to place the bid.
78. (Previously Presented) The computer-readable medium of claim 71 wherein manual authentication includes sending to the client computer a display description requesting authentication information, receiving from the client computer authentication information, and determining whether the user associated with the information identifying the client computer can be authenticated based on the received authentication information.
79. (Previously Presented) The computer-readable medium of claim 71 wherein after manual authentication of the user, a subsequent bid is placed on behalf of the user using semi-automatic authentication.
80. (Previously Presented) The computer-readable medium of claim 71 wherein the manual authentication expires after a fixed period.
81. (Previously Presented) The computer-readable medium of claim 71 wherein the manual authentication expires based on when a bid was last submitted by the user.

82. (Previously Presented) The computer-readable medium of claim 71 wherein the manual authentication expires based on when the client computer last interacted with the auction system.
83. (Previously Presented) The computer-readable medium of claim 71 wherein the manual authentication expires after a time period that is determined based on past interactions of the client computer with the auction system.
84. (Previously Presented) The computer-readable medium of claim 71 wherein the user specifies conditions for expiration of the manual authentication.
85. (Canceled)
86. (Withdrawn) An auction system comprising:
means for receiving from the user a request to place a bid for the item, the request not including authentication information;
means for sending to the user a request for authentication information after receiving the request to place a bid for the item;
means for receiving from the user the requested authentication information; and
means for placing the bid on behalf of the user when the user can be authenticated based on the received authentication information.
87. (Withdrawn) The auction system of claim 86 including means for determining whether the bid is acceptable before sending to the user the request for authentication information.
88. (Withdrawn) The auction system of claim 86 including means for registering the user.
89. (Withdrawn) The auction system of claim 86 means for sending to the user a display description of the item that includes a suggested bid amount.

90. (Withdrawn) The auction system of claim 86 wherein the means for placing the bid on behalf of the user includes sending to the user a display description requesting confirmation to place the bid.
91. (Withdrawn) The auction system of claim 86 wherein the user remains authenticated for subsequent submitting of bids.
92. (Withdrawn) The auction system of claim 86 wherein the authentication expires after a certain period.
93. (Withdrawn) The auction system of claim 86 wherein the authentication expires based on when a bid was last placed by the user.
94. (Withdrawn) The auction system of claim 86 wherein the authentication expires based on when the user last interacted with the auction system.
95. (Withdrawn) The auction system of claim 86 wherein the authentication expires based on the users past interactions with the auction system.
96. (Withdrawn) The auction system of claim 86 wherein the user specifies conditions for expiration of the authentication.
97. (Withdrawn) An auction system comprising:
a component that sends a display description identifying an item to be auctioned;
a component that receives a request to submit a bid;
a component that determines whether a user requesting to submit the bid can be authenticated based on information in the received request;
a component that, when the user cannot be authenticated based on information in the received request, sends a request for authentication information;
a component that receives authentication information;

a component that determines whether the user can be authenticated based on the received authentication information; and

a component that, when the user can be authenticated, places the bid on behalf of the user.

98. (Withdrawn) The auction system of claim 97 wherein the received request includes information stored in a cookie on a computer of the user.
99. (Withdrawn) The auction system of claim 97 wherein the component that determines whether the user can be authenticated based information in the received request extracts a user identifier from the received request and determines whether the user identifier identifies a registered user.
100. (Withdrawn) The auction system of claim 97 including a component that determines whether the bid is acceptable before sending a request for authentication information.
101. (Withdrawn) The auction system of claim 97 including a component that registers the user after sending the request for authentication information.
102. (Withdrawn) The auction system of claim 97 wherein a suggested bid amount is included in the display description sent to the user that identifies the item.
103. (Withdrawn) The auction system of claim 97 including a component that requests confirmation to place the bid.
104. (Withdrawn) The auction system of claim 97 wherein the authentication based on the received authentication information expires after a fixed time.
105. (Withdrawn) The auction system of claim 97 wherein the authentication based on the received authentication information expires based on when a bid was last placed by the user.

106. (Withdrawn) The auction system of claim 97 wherein the authentication based on the received authentication information expires based on when the user last interacted with the auction system.
107. (Withdrawn) The auction system of claim 97 wherein the authentication based on the received authentication information expires after a period that is determined based on the user's past interactions with the auction system.
108. (Withdrawn) The auction system of claim 97 wherein the user specifies conditions for expiration of the authentication based on the received authentication information.
109. (Withdrawn) The auction system of claim 97 wherein the display description identifying the item to be auctioned does not include a request for authentication information.
110. (Withdrawn) A method in computer system for bidding on an item being auctioned, the method comprising:
- receiving from an auction system a display description identifying the item to be auctioned and for requesting to submit a bid for the item;
- displaying the received display description identifying the item;
- receiving from a user an indication to submit the bid for the item;
- sending to the auction system a request to submit the bid, the request optionally including automatic authentication information for the user;
- when the auction system cannot authenticate the user based on automatic authentication information in the received request,
- receiving from the auction system a display description requesting manual authentication information;

- displaying the received display description requesting manual authentication information;
- receiving from the user manual authentication information; and
- sending to the auction system the received manual authentication information; and
- when the user can be authenticated by the auction system, receiving from the auction system an indication that the bid was placed on behalf of the user.
111. (Withdrawn) The method of claim 110 including retrieving the automatic authentication information from a cookie.
112. (Withdrawn) The method of claim 110 including before receiving from the auction system a display description requesting manual authentication information, receiving an indication that the bid is not acceptable.
113. (Withdrawn) The method of claim 110 wherein a suggested bid amount is included in the display description received from the auction system that identifies the item.
114. (Withdrawn) The method of claim 110 including before receiving from the auction system an indication that the bid was placed on behalf of the user, receiving from the auction system a display description requesting confirmation to place the bid.
115. (Withdrawn) The method of claim 110 wherein after the user is authenticated based on the manual authentication information, the user is automatically authenticated for subsequent bidding.
116. (Withdrawn) The method of claim 115 wherein the authentication based on the manual authentication information expires after a fixed time.

117. (Withdrawn) The method of claim 115 wherein the authentication based on the manual authentication information expires based on when a bid was last placed by the user.
118. (Withdrawn) The method of claim 115 wherein the authentication based on the manual authentication information expires based on when the user last interacted with the auction system.
119. (Withdrawn) The method of claim 115 wherein the authentication based on the manual authentication information expires after a time period that is determined based on the user's past interactions with the auction system.
120. (Withdrawn) The method of claim 115 wherein the user specifies conditions for expiration of the authentication based on the manual authentication information.
121. (Withdrawn) The method of claim 115 wherein the display description identifying the item to be auctioned does not include a request for manual authentication information.
122. (Currently Amended) A method in an auction system comprising a server computer for bidding on an item being auctioned in a designated auction, the method comprising:
receiving from a client computer a submit bid request including a designated bid amount for a bid for the item and including information identifying the client computer;
determining by the server computer accessing a field in a user database that stores a setting whether automatic authentication has been previously enabled or

disabled by a user associated with the information identifying the client computer;

in response to a determination that automatic authentication is enabled for the user:

automatically authenticating the user; and

placing the bid on behalf of the user; and

in response to a determination that automatic authentication is not enabled for the user:

determining whether the designated bid amount is acceptable for the designated auction;

in response to a determination that the bid amount is acceptable for the designated auction, manually authenticating the user, comprising:

sending a request to client computer to provide authentication information;

receiving the authentication information provided by the client computer;

determining whether the user associated with the information identifying the client computer can be authenticated based on the received authentication information; and

placing the bid on behalf of the user.

123. (Previously Presented) The method of claim 122 wherein the received submit bid request includes automatic authentication information from a cookie stored on the client computer.
124. (Canceled)

- 125. (Canceled)
- 126. (Canceled)
- 127. (Previously Presented) The method of claim 122 further comprising when the user can not be manually authenticated registering the user.
- 128. (Previously Presented) The method of claim 122 further comprising before receiving from the client computer a submit bid request for the item, sending to the client computer a display description identifying the item to be auctioned and a suggested bid amount for the item.
- 129. (Previously Presented) The method of claim 122 further comprising before placing a bid on behalf of the user in response to the determination that automatic authentication is not enabled for the user, sending to the client computer a display description requesting confirmation to place the bid.
- 130. (Previously Presented) The method of claim 122 wherein after manual authentication of the user, placing a subsequent bid on behalf of the user without the user providing additional authentication information.
- 131. (Previously Presented) The method of claim 122 wherein the manual authentication expires after a fixed time.
- 132. (Previously Presented) The method of claim 122 wherein the manual authentication expires based on when a bid was last placed by the user.
- 133. (Previously Presented) The method of claim 122 wherein when the manual authentication expires based on when the client computer last interacted with the auction system.

134. (Previously Presented) The method of claim 122 wherein the manual authentication expires after a time that is determined based on past interactions of the client computer with the auction system.

135-138. (Canceled)

139. (Previously Presented) The method of claim 45 wherein manual authentication includes sending to the client computer a display description requesting authentication information, receiving authentication information, and determining whether the client computer can be authenticated based on the received authentication information.